

STATEMENT IN SUPPORT OF THE APPLICATION
OF BIG BEAR CAFE TO AMEND THE ZONING MAP
OF THE DISTRICT OF COLUMBIA ZONING REGULATIONS

I.
INTRODUCTION

This statement is submitted in support of an application by Big Bear Cafe to the District of Columbia Zoning Commission to amend the Zoning Map to change the zoning of Lot 800 in Square 3103, a 1,222 square foot parcel of land (the “Property”), from R-4 to C-2-A. The Property is located in Bloomingdale at 1700 First Street NW, at the corner of First and R Streets, a site that has been residentially zoned, but commercially used, since 1905. Directly across both 1st Street and Florida Avenue from the Property there is C-2-A zoning, which covers most of the frontages along both sides of Florida Avenue in the neighborhood except for the half block where the Property is located. The Property currently operates as a commercial deli-style café with upper story residential housing. The Applicant proposes to retain the upper story residential housing while operating the Property as a commercial restaurant-style café with expanded seating. The zoning map change is being requested in order to place the Property in a zone that is more consistent with:

- (1) its long history of commercial usage;
- (2) the designation of the property within the District of Columbia Comprehensive Plan (the “Plan”) and the accompanying Comprehensive Plan Generalized Policy Map (“Policy Map”) and Comprehensive Plan Future Land Use Map (“Future Land Use Map”);
- (3) the stated goals and future envisioned for the surrounding area under the Plan;
and
- (4) the Comprehensive Plan’s C-2-A zoning of most of the frontages along both sides of Florida Avenue except the half block where the Property is located.

Mixed Use low density commercial areas encourage a combination of residential and commercial businesses that are low in scale and character; a variety of zoning designations are used in Mixed Use areas, including commercial C-2-A zoning. Very strictly interpreted, the Comprehensive Plan Future Land Use Map designates the Property in a Moderate Density Residential land use area that abuts a Mixed Use low density commercial area. However, by definition, the Future Land Use Map and Policy Map serve as a generalized guide for development only and *must* be interpreted broadly. Interpreted broadly, the Future Land Use Map designates the Property as within the bounds of the Mixed Use low density commercial land use area. Similarly, when interpreted broadly, the Policy Map designates the Property as part of the Florida Avenue Mixed Use corridor. As a traditional commercial storefront with upper level residential housing in a pedestrian-oriented environment, the Property falls within the physical and economic definition of the Florida Avenue Main Street Mixed Use business district. Moreover, the Property is a small locally-owned business that serves as a catalysts for positive socio-economic development in Bloomingdale.

For the reasons enumerated in this Statement, the Applicant respectfully requests that this application for a map amendment be set down for a public hearing.

II.

LIST OF EXHIBITS

- Exhibit A:** _____ Surveyor's Plat showing the Property outlined in red.
- Exhibit B:** _____ Portion of the Sanborn Atlas, showing the Property outlined in red.
- Exhibit C:** _____ Aerial photograph of Property and photographs of surrounding area.
- Exhibit D:** _____ Portion of the Zoning Map showing the property outlined in red.
- Exhibit E:** _____ Copy of Permit to Repair/Reconstruct the Property, dated 1905.
- Exhibit F:** _____ Portion of the District of Columbia Comprehensive Plan Future Land Use Map indicating the designation of the Property in the Plan

- Exhibit G:** Portion of the District of Columbia Comprehensive Plan Generalized Policy Map indicating the designation of the Property in the Plan
- Exhibit H:** Portion of the District of Columbia Comprehensive Plan regarding the Mid-City Area Element.
- Exhibit I:** Portion of the Comprehensive Plan regarding Guidelines for Using the Generalized Policy Map and the Future Land Use Map.
- Exhibit J:** Portion of the Comprehensive Plan regarding Small and Locally-Owned Businesses.

III. BACKGROUND OF CASE

A. Site Location and Existing Zoning

Lot 800 in Square 3103 is a rectangular parcel containing 1,222 square feet. (See Exhibit A) The Property is located in the neighborhood of Bloomingdale at 1700 1st Street NW; it is bounded to the south by R Street, to the east by First Street, and to the west by Florida Avenue. (See Exhibits B and C) The Property is currently zoned R-4; across both First Street and Florida Avenue, there is C-2-A zoning, which covers the frontages along Florida Avenue except for the half block where the Property is located. (See Exhibit D) Inconsistent with its current R-4 zoning classification, the Property has been used as a low-density commercial storefront for over a century. (See Exhibit E) The Property currently operates as a commercial deli-style café with upper story residential housing.

B. Surrounding Area

Bloomingdale, the area within which the Property is located, can be described as a transitioning historic neighborhood with a strong multicultural character and commitment to community development. Residential housing is characterized by a mix of single family homes, row houses, and low-rise apartment buildings; commercial businesses are low in scale and character. (See Exhibit F) Neighborhood business districts, particularly along North Capitol

Street and the east side of Florida Avenue, are still struggling; there are numerous vacant and boarded-up properties, and residents are concerned by crime and blight. (See Exhibit G) Small locally-owned businesses unique to the neighborhood are having a difficult time getting by. (See Exhibit G)

C. Comprehensive Plan Designations

Read strictly, the Comprehensive Plan Future Land Use Map designates the Property in the Moderate Density Residential category. (See Exhibit F) However, the Property abuts the Mixed Use Low Density Commercial area designated by the Land Use Map. (See Exhibit F). The Property is located northeast of Florida Avenue and falls just outside the Florida Avenue Main Street Mixed Use Corridor delineated by the Comprehensive Plan Generalized Policy Map. (See Exhibit G)

The Property is also included within the larger area designated under Section 2000 of the Plan as the east side of the Mid-City Planning area. (See Exhibit H) Section 2008 of the Plan sets out a number of general policies and actions that should guide growth in the Mid-City Planning area, including:

“Protect the small businesses and essential local services that serve Mid-City. Encourage the establishment of new businesses that provide these services in areas where they are lacking, especially on the east side of the Planning Area.” (Section 2008.5) (See Exhibit H)

The area around North Capitol Street and Florida Avenue provides the commercial center for the surrounding Bloomingdale neighborhood. (See Exhibit H) As Section 2017.2 of the Plan emphasizes: “The commercial district itself is in need of revitalization. Although it was designated a DC Main Street in 2000, it suffers from a lack of neighborhood serving businesses, high vacancies [and] crime.” (See Exhibit H)

IV. STANDARDS FOR A ZONING MAP AMENDMENT

In the District of Columbia, the Zoning Commission has the express authority to promulgate zoning regulations pursuant to the Zoning Enabling Act, Section 5-413, D.C. Code, 981 Edition, 1994 Repl., as amended. This authority includes the right to amend the zoning regulations provided the amendment accords with the purposes and objectives of zoning delineated in Section 5-414 of the D.C. Code:

Zoning maps and regulations, and amendments thereto, shall not be inconsistent with the comprehensive plan for the national capital, and zoning regulations shall be designed to lessen congestion in the street, to secure safety from fire, panic, and other dangers, to promote the health and the general welfare, to provide adequate light and air, to prevent the undue concentration of population and the overcrowding of land, and to promote such distribution of population and uses of land as would tend to create conditions favorable to health, safety, transportation, prosperity, protection of property, civic activity, and recreational, educational, and cultural opportunities, and as would tend to further economy and efficiency in the supply of public services. Such regulations shall be made with reasonable consideration, among other things, of the character of the respective districts and their suitability for the uses provided in the regulations, and with a view to encouraging stability of districts and land values therein.

The proposed zoning meets the criteria for approval.

A. The Proposed Zone is Not Inconsistent with the Comprehensive Plan

Contrary to being inconsistent with the Comprehensive Plan, C-2-A zoning would be more appropriate than residential zoning for land designated under the Plan as abutting a Mixed Use Low Density Commercial corridor. As mentioned herein, Section 226 of the Comprehensive Plan emphasizes: “The Generalized Policy Map and Future Land Use Map are intended to provide a generalized guide for development and conservation decisions.” (See Exhibit I) Furthermore, “[b]y definition, the [Future Land Use] Map is to be interpreted broadly.” (See Exhibit I) Read broadly, as the guidelines dictate, the Comprehensive Plan designates the

frontages on both sides of Florida Avenue, including the Property itself, as a contiguous block of Mixed Use Low Density Commercial. (See Exhibit F)

The Property abuts the Florida Avenue Main Street Mixed Use corridor delineated by the Comprehensive Plan Generalized Policy Map. (See Exhibit G) Because the Policy Map depicts a generalized land view, “the boundaries shown [therein] should be interpreted as approximate and not precise delineations.” (See Exhibit G) The Policy Map describes Main Street Mixed Use Corridors as having “a pedestrian-oriented environment with traditional storefronts [and] upper story residential or office uses. Conservation and enhancement of these corridors is desired to foster economic and housing opportunities and serve neighborhood needs.” (See Exhibit G) As a traditional commercial storefront with upper level residential housing serving the needs of the Bloomingdale community, it would be appropriate to designate the Property part of the Florida Avenue Main Street Mixed Use corridor. The appropriateness of including the Property within the bounds of the Florida Avenue Main Street Mixed Use corridor is further evidenced by the aforementioned Section 2008.5 of the Plan which encourages protection of “the small businesses and essential local services that serve Mid-City... especially on the east side of the Planning Area.” (See Exhibit H) In this way, the proposed rezoning would also be consistent with several objectives within Section 714 of the Plan regarding Small and Locally-Owned Businesses. (See Exhibit J) Section 714.1 of the Plan states that “[small] services businesses an important part of what makes the District’s neighborhood commercial areas work.” (See Exhibit J) The Property, as a small locally-owned business performing a unique service for the residents of Bloomingdale, is, as Section 714.3 describes, “particularly important to the city’s economically distressed communities” because such small businesses can “catalyze neighborhood renewal.” (See Exhibit J)

B. The Requested Rezoning will Promote the Health and General Welfare and Would Create Conditions Favorable to Health, Safety, Transportation, Prosperity, Protection and Protection of Property

The proposed rezoning will promote the health and general welfare and will create conditions favorable to health, safety, transportation, prosperity, protection and protection of property because it will permit development on the site, which is compatible with development patterns in the area. As mentioned herein, the Property, as a popular deli-style café, performs a unique service for the residents of Bloomingdale. Moreover, by promoting the Bloomingdale Farmer's Market, hosting local art exhibits and cultural events, the Property serves as a community anchor, a meeting place for neighbors, and a catalyst of positive socio-economic development in Bloomingdale. In recognition of the property's positive community impact, North Capitol Main Street, Inc. a 501c(3) nonprofit, volunteer-driven organization established to revitalize the North Capitol Street area's historically and culturally important neighborhood commercial corridors, recently awarded the Property its "Business of the Year" award. Rezoning the Property from R-4 to C-2-A will allow the Property to expand its seating and better accommodate the increased demands of Bloomingdale residents; moreover, the commercial rezoning will help keep this small, locally-owned business financially viable, so that it may continue serving the needs of its community. The proposed rezoning will thereby promote the general welfare in the area, and will be fully consistent with city goals and policies as mentioned in Section A above.

V.
CONCLUSION

For the reasons set forth above, the requested extension of the C-2-A District is consistent with the purpose of the District of Columbia Zoning Enabling Act that zoning amendments be consistent with the Comprehensive Plan and designed to promote such land uses as would tend

to create conditions favorable to health, safety, transportation, prosperity, protection of property, civic activity, and recreational, educational and cultural opportunities, and as would tend to further economy and efficiency of supply of public services, and that will promote orderly development in conformity with the Zoning Regulations and Zoning Map of the District of Columbia. In addition, the proposed text amendment will likewise further the intent of the Comprehensive Plan. Accordingly, the Applicant respectfully requests that the Zoning Commission set a hearing date for this Application.

Respectfully Submitted,

By: _____
Applicant

DISTRICT OF COLUMBIA GOVERNMENT
OFFICE OF THE SURVEYOR

Washington, D.C., August 30, 2005

Plat for Building Permit of: SQUARE 3103 LOT 4

Scale: 1 inch = 10 feet: Recorded in Book Co. 8 Page 51

Receipt No. 22323

Furnished to: STUART DAVENPORT

[Signature]
For Surveyor, D.C.

By: L.E.S.

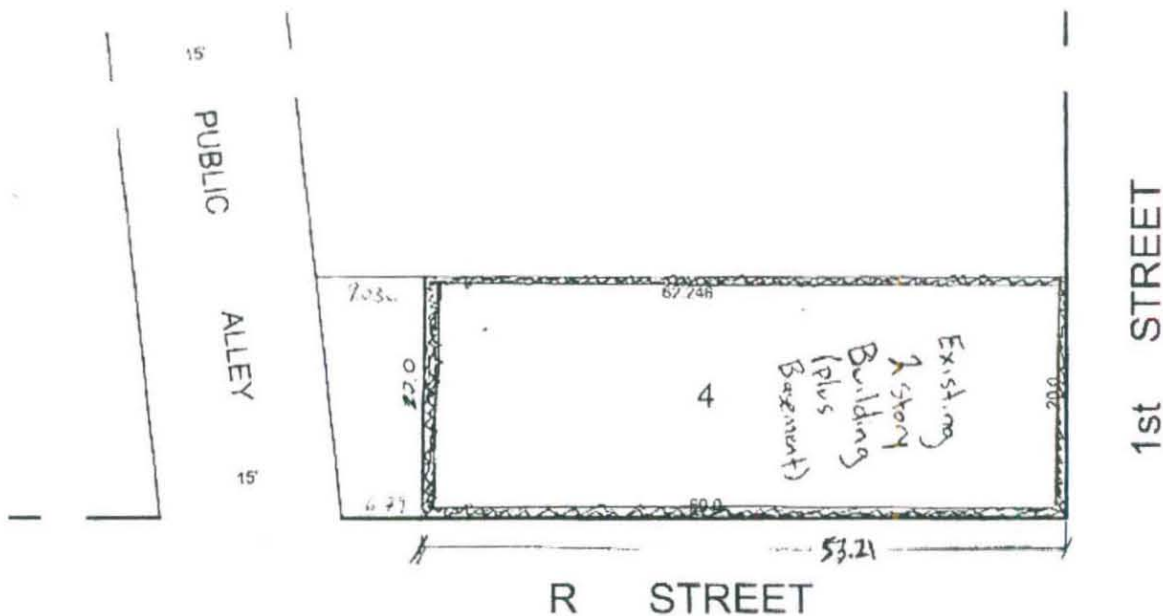
I hereby certify that all existing improvements shown hereon, are completely dimensioned, and are correctly plotted, that all proposed buildings or construction, or parts thereof, including covered porches, are correctly dimensioned and plotted, and agree with plans accompanying the application. That the foundation plans as shown hereon is drawn, and dimensioned accurately to the same scale as the property lines shown on this plat and that by reason of the proposed improvements to be erected as shown hereon the size of any adjoining lot or premises is not decreased to an area less than is required by the Zoning Regulations for light and ventilation, and it is further certified and agreed that accessible parking area where required by the Zoning Regulations will be reserved in accordance with the Zoning Regulations and that this area has been correctly drawn and dimensioned hereon. It is further agreed that the elevation of the accessible parking area with respect to the Highway Department approved curb and alley grade will not result in a rate of grade along centerline of driveway at any point on private property in excess of 20% for single-family dwellings or flats or in excess of 12% at any point for other buildings. (The policy of the Highway Department permits a maximum driveway grade of 12% across the public parking and the private restricted property.)

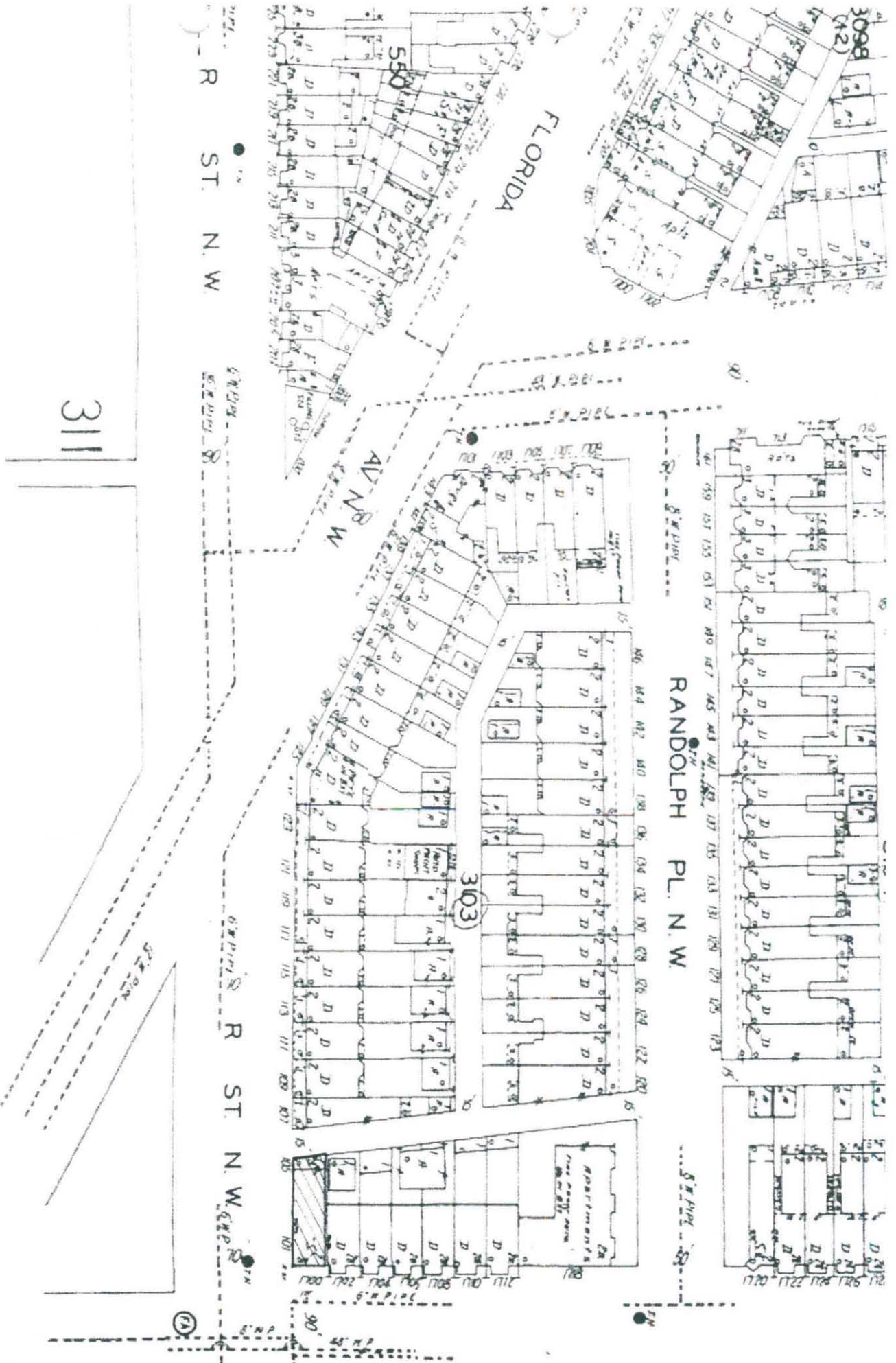
Date

9/20/2010

[Signature]
(Signature of owner or his authorized agent)

NOTE: Data shown for Assessment and Taxation Lots or Parcels are in accordance with the records of the Department of Finance and Revenue, Assessment Administration, and do not necessarily agree with deed description.





RANDOLPH PL. N. W.

FLORIDA

AL N. W.

R ST. N. W.

R ST. N. W.

311

Scale 60 Ft to One Inch



(Copyright 1908 by the Southern Map Co.)

EXHIBIT C
AERIAL PHOTOGRAPH

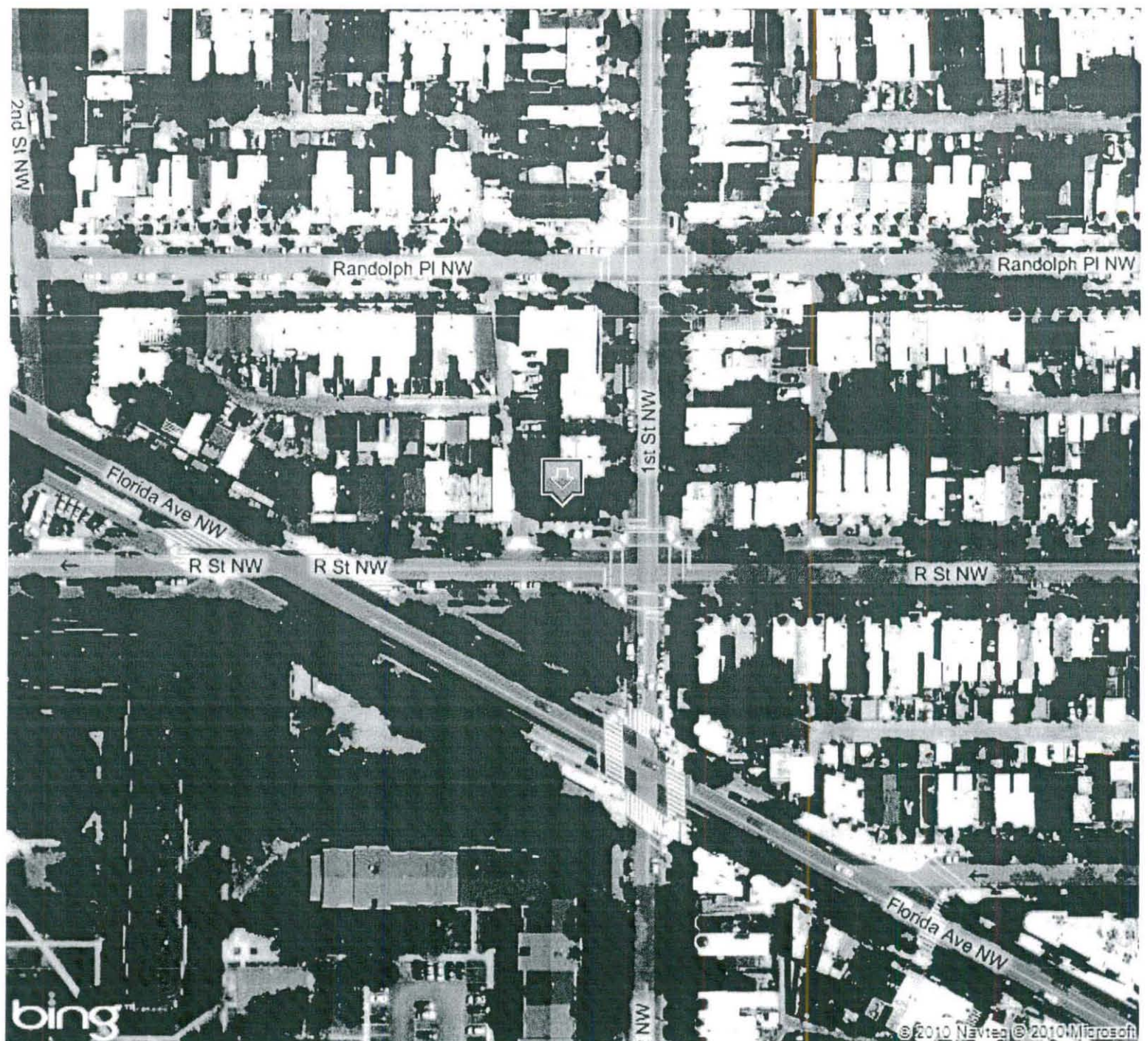
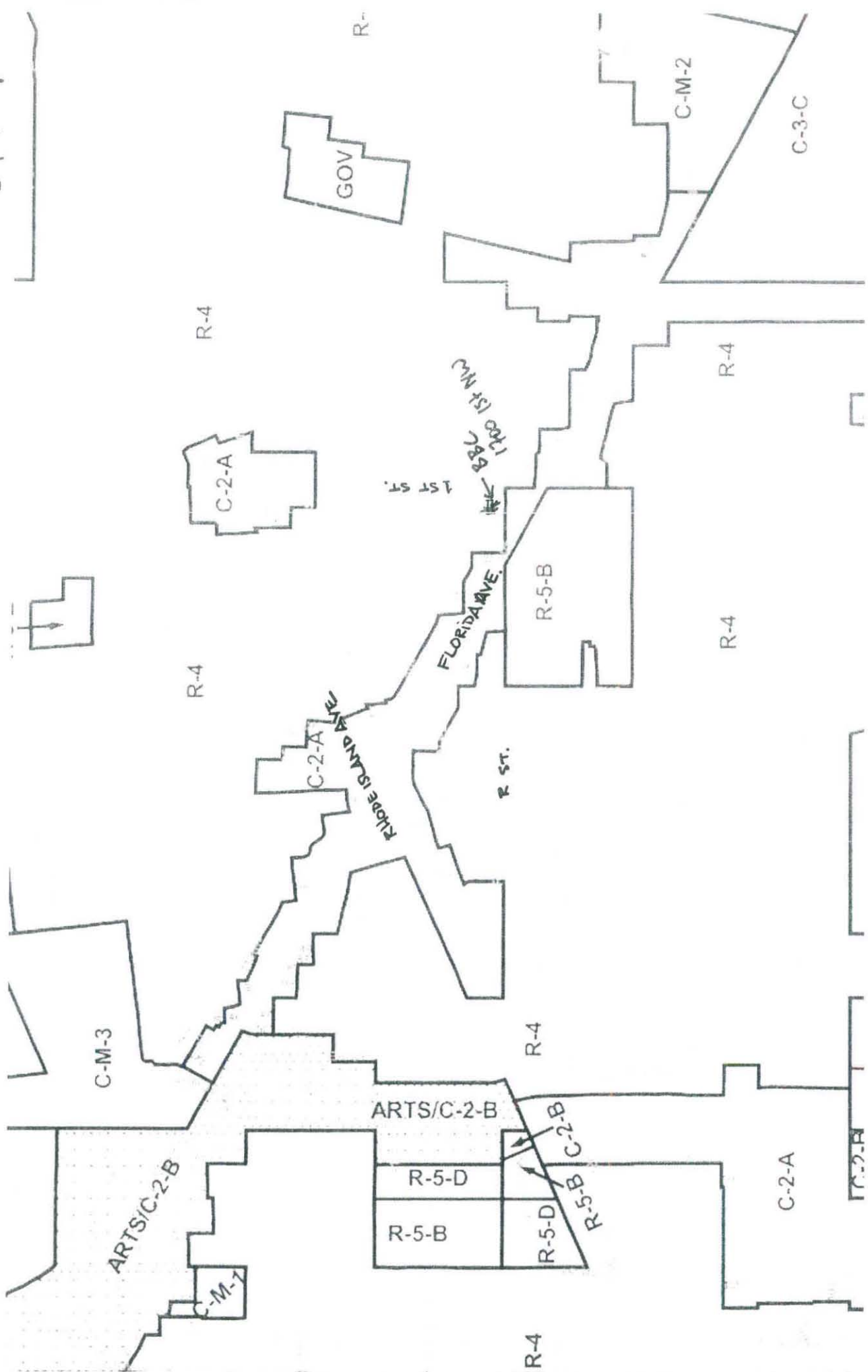


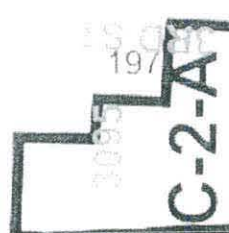
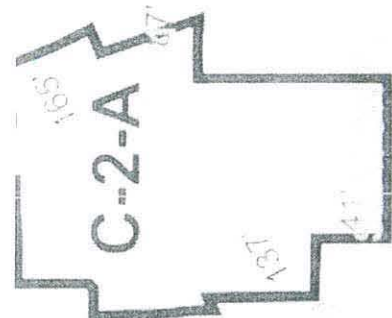
EXHIBIT D

Portion of Zoning Map
Showing Property.



R-4

R-4



RHODE ISLAND AVE

84'

RICHARDSON

130'

FLORIDA AVE

Big Bear
Cale
1700 1st NW
R ST

R-5-B

WARNER ST

500'

1st St

78'

156'

29'

1st St

120'

500'

120'

500'

120'

500'

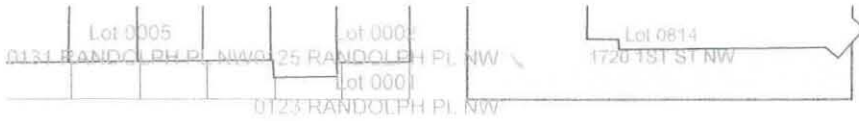


EXHIBIT D

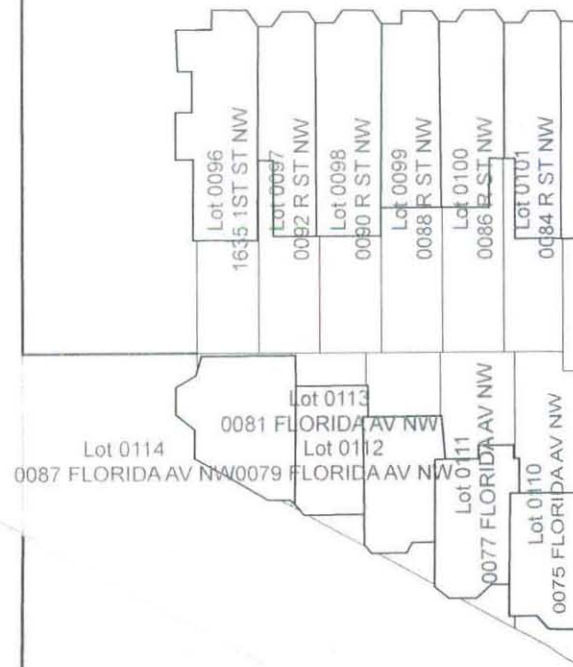
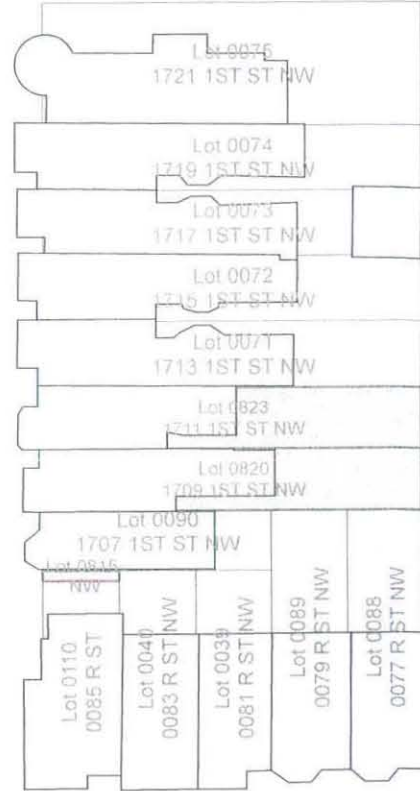
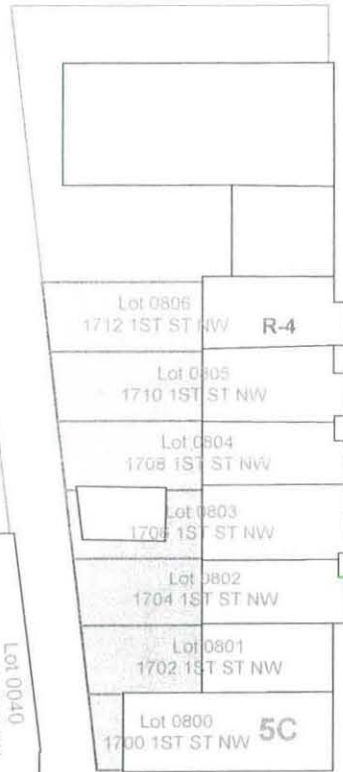
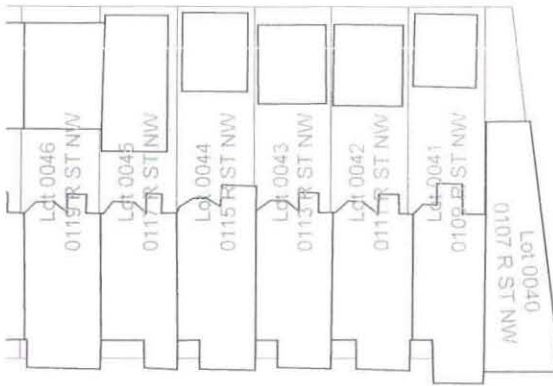
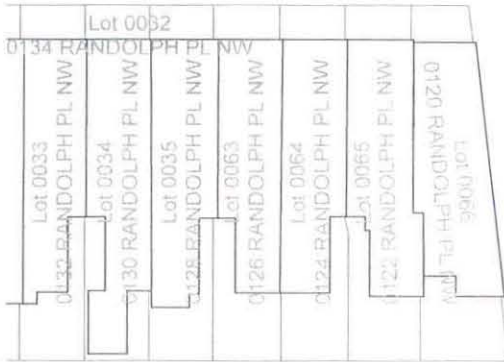
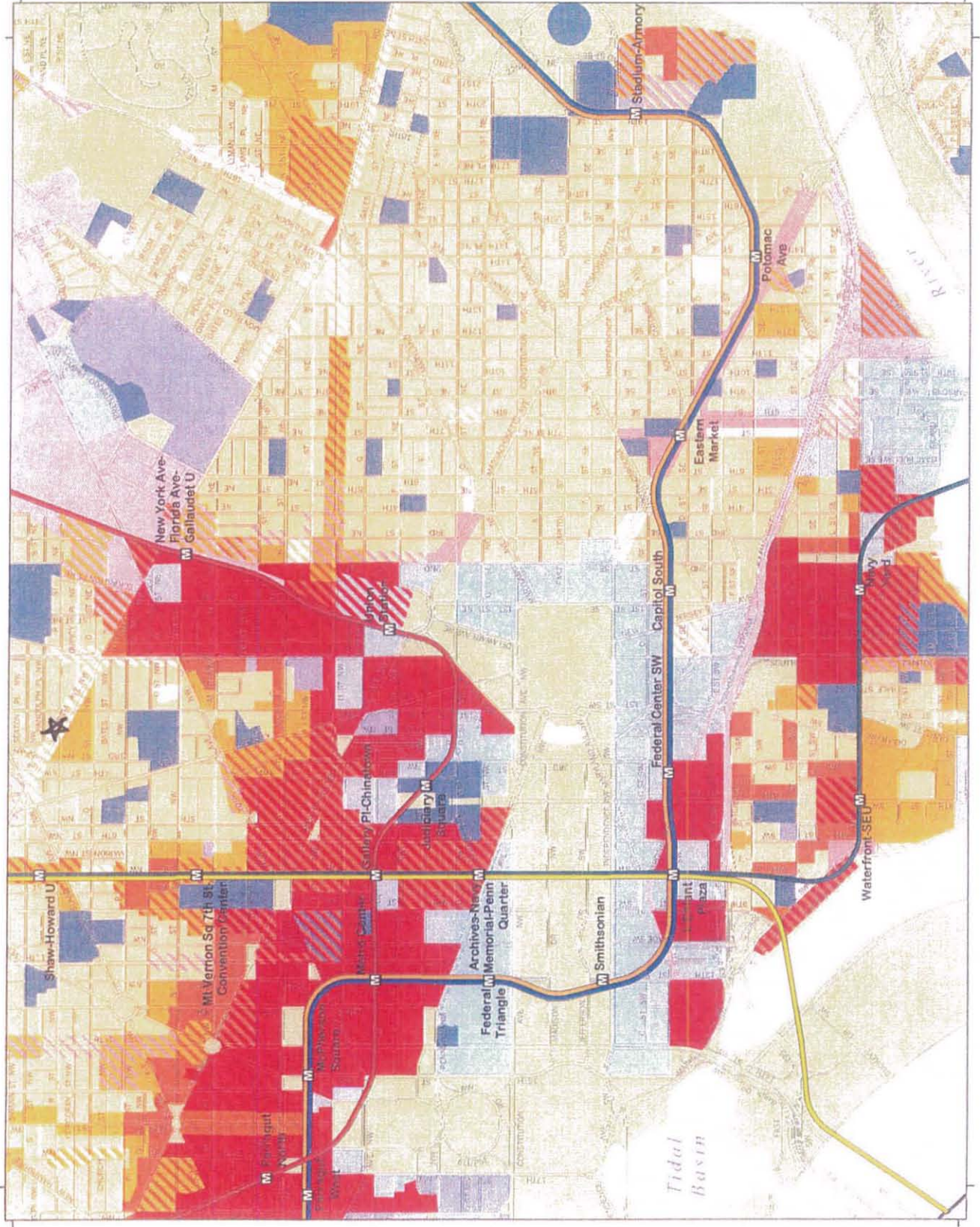
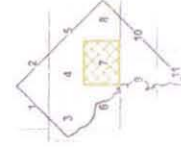


EXHIBIT F

Comprehensive Plan Future Land Use Map 7



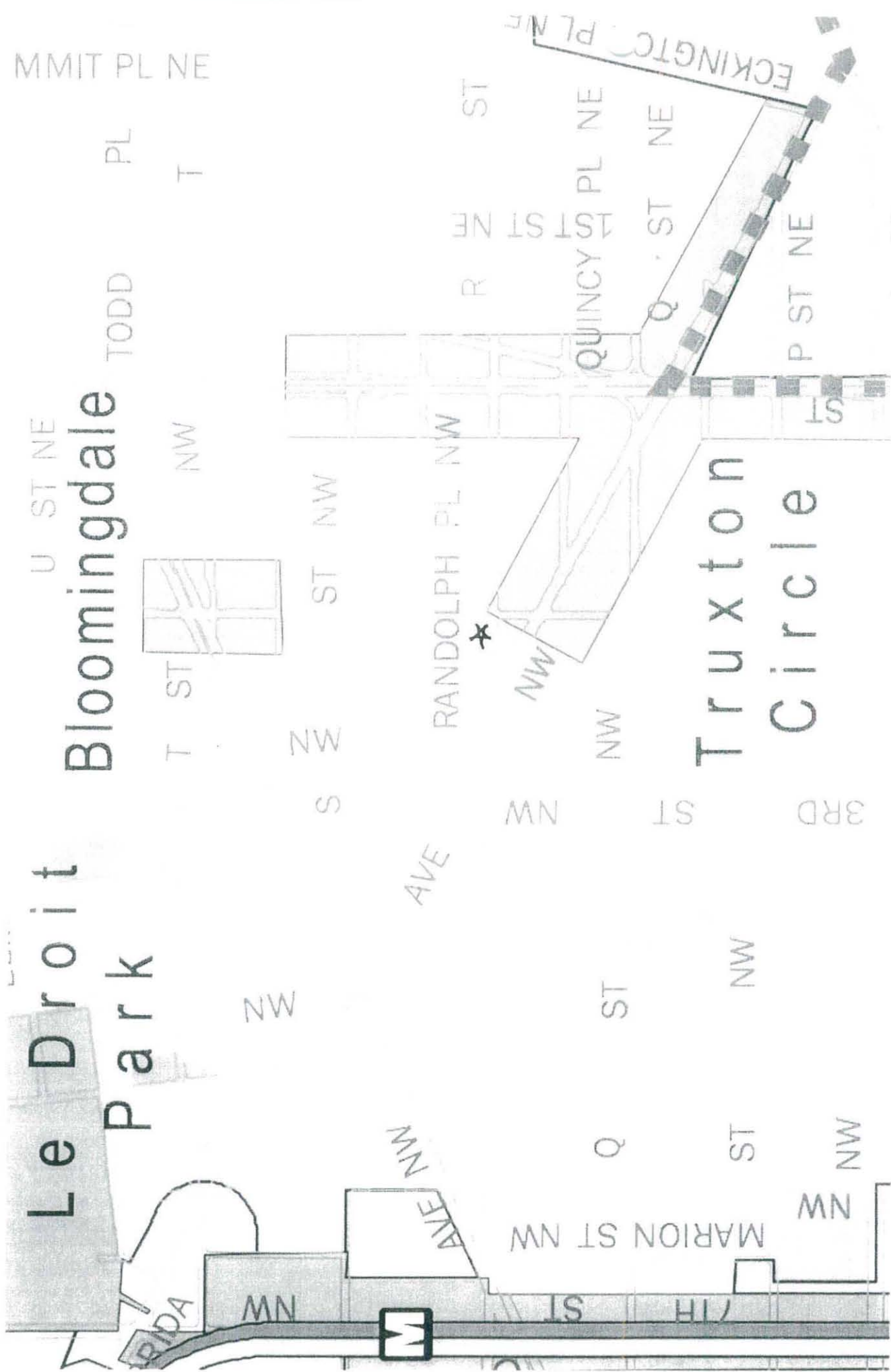
- Low Density Residential
- Moderate Density Residential
- Medium Density Residential
- High Density Residential
- Low Density Commercial
- Moderate Density Commercial
- Medium Density Commercial
- High Density Commercial
- Production, Distribution, and Repair
- Federal
- Local Public Facilities
- Institutional
- Parks, Recreation, and Open Space
- Mixed Land Use
- WATER



Government of the
District of Columbia
Adrian M. Fenty, Mayor
Office of Planning — June, 2007
This map was created for planning
purposes from a variety of sources.
It is neither a survey nor a legal document.
Information provided by other agencies
should be verified with them where appropriate.

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Exhibit G: PORTION OF DC COMPREHENSIVE PLAN
GENERALIZED POLICY MAP



2000 OVERVIEW

- 2000.1 The Mid-City Planning Area encompasses the 3.1 square miles located in the geographic center of the District of Columbia. It extends from Rock Creek Park on the west to the CSX rail corridor on the east. Its southern edge is formed by Florida Avenue and U Street NW, and its northern edge is formed by Spring Road and Rock Creek Church Road. The boundaries are shown in the Map at left. Most of this area has historically been Ward 1 although the easternmost portion is currently part of Ward 5 and the southernmost portion is currently in Ward 2. 2000.1
- 2000.2 Mid-City is one of the most diverse parts of the city. Although it is one of the smallest of the ten planning areas geographically, it is the most populous and most dense. Much of the area was developed during the late 19th and early 20th centuries, giving it a rich and historic urban character. The area includes row house neighborhoods such as Adams Morgan, Columbia Heights, Eckington, Le Droit Park, Park View, and Mount Pleasant. It includes large apartment communities along streets such as 14th Street, 16th Street, and Columbia Road. It is also home to several large institutions, such as Howard University and Howard University Hospital. 2000.2
- 2000.3 The Mid-City Planning Area is a cultural melting pot, with a strong international flavor. It is the heart of the city's Latino community, the home of some of Washington's most important African American landmarks and cultural resources, and a gateway for immigrants from across the globe. It includes the vibrant nightlife and ethnic restaurants of 18th Street and the "New U" Street, and other walkable neighborhood centers that embody the best qualities of urban living. The area is well-served by the District's transportation system, including the Metro Green Line, numerous bus lines, and several crosstown arterials. 2000.3
- 2000.4 Many of the neighborhoods of Mid-City have a strong sense of identity. There are several historic districts, including Greater U Street, Mount Pleasant, Le Droit Park, and Striver's Section—along with historic landmarks such as the True Reformer Building, Meridian Hill Park, the Lincoln and Howard Theaters, and the Prince Hall Masonic Temple. Activities like Adams Morgan Day and the Georgia Avenue Caribbean Festival celebrate local culture and build community pride. 2000.4
- 2000.5 The area also has a tradition of neighborhood activism, embodied by groups such as the Kalorama Citizens Association and the Cardozo- Shaw Neighborhood Association. Non-profits like the Latino Economic Development Corporation and the Columbia Heights Development Corporation are also active in community affairs, as are cultural organizations like the Gala Hispanic Theater and the African American Civil War Memorial Freedom Foundation. 2000.5
- 2000.6 Parts of the Mid-City have changed rapidly during the last ten years. Some 2,000 housing units were added between 2000 and 2005, and about 1,500 units are in some stage of construction today. While this change has been welcomed by some, it has also created concerns about a loss of community identity and the displacement of residents. Homeowners have faced sharp increases in property taxes, and many renters have faced soaring rents and low vacancies. The median sales price of a home in the Columbia Heights ZIP

code rose a staggering 63 percent between 2004 and 2005 alone. Clearly, these kinds of increases are not sustainable and over the long run will threaten the diversity that makes the Mid-City neighborhoods so unique. 2000.6

2000.7 The area's economic diversity is threatened not only by rising housing costs, but also by the loss of subsidized rental housing. Mid-City includes many subsidized and lower cost units, including project-based Section 8 apartments that are at risk of conversion to market rents or condos. Over the last eight years, the District successfully conserved more than 1,000 units of at-risk affordable housing on the 14th Street corridor alone. The District has also assisted tenants in their efforts to renovate and purchase apartment properties throughout the community, particularly in Columbia Heights. Millions of dollars have been invested to create new affordable housing opportunities for current and future Mid-City residents. This investment must be sustained in the future. 2000.7

2000.8 Mid-City neighborhoods still struggle with urban problems such as violent crime, homelessness, drug abuse, vagrancy, and blight. Despite the real estate boom, buildings continue to lie vacant along commercial corridors such as lower Georgia Avenue, Florida Avenue, and North Capitol Street. Public facilities like Cardozo High School and Bruce Monroe Elementary are in desperate need of modernization. The area also has a severe shortage of parkland. As the densest part of the city, and one with many young children, recreational needs are among the highest in the city. Most of the area's parks lack the land and amenities to meet these needs. 2000.8

2000.9 A different set of urban tensions is present along the area's rapidly developing corridors such as 14th Street and U Street. Revitalization has brought traffic and parking pressures, caused construction-related street disruptions, and has burdened small businesses trying to keep up with rising costs. There are also visible threats to the historic integrity of many of the area's residential structures, particularly in areas like Adams Morgan, Columbia Heights, Bloomingdale, and Eckington, which are outside of designated historic districts. In some instances, row houses are being converted to multi-family flats; in others, demolitions and poorly designed alterations are diminishing an important part of Washington's architectural heritage. 2000.9

2000.10 As the Mid-City area moves into the 21st century, the issues described above must be addressed to protect the quality of life, balance growth and conservation, and provide economic opportunity and stability for all members of the community. 2000.10

The provisions of Title 10, Part A of the DCMR accessible through this web interface are codification of the District Elements of the Comprehensive Plan for the National Capital. As such, they do not represent the organic provisions adopted by the Council of the District of Columbia. The official version of the District Elements only appears as a hard copy volume of Title 10, Part A published pursuant to section 9a of the District of Columbia Comprehensive Plan Act of 1994, effective April 10, 1984 (D.C. Law 5-76; D.C. Official Code § 1-301.66)). In the event of any inconsistency between the provisions accessible through this site and the provisions contained in the published version of Title 10, Part A, the provisions contained in the published version govern. A copy of the published District Elements is available

www.planning.dc.gov

2008 MC-1.1 GUIDING GROWTH AND NEIGHBORHOOD CONSERVATION

2008.1 The following general policies and actions should guide growth and neighborhood conservation decisions in the Mid-City Planning Area. These policies and actions should be considered in tandem with those in the citywide elements of the Comprehensive Plan. Policies from existing Small Area Plans and Revitalization Studies (Georgia Avenue, Columbia Heights, Uptown, etc.) are referenced in Section MC-2 2008.1

2008.2 Policy MC-1.1.1: Neighborhood Conservation

Retain and reinforce the historic character of Mid-City neighborhoods, particularly its row houses, older apartment houses, historic districts, and walkable neighborhood shopping districts. The area's rich architectural heritage and cultural history should be protected and enhanced. 2008.2

2008.3 Policy MC-1.1.2: Directing Growth

Stimulate high-quality transit-oriented development around the Columbia Heights, Shaw/Howard University, and U St./African American Civil War Memorial/Cardozo Metrorail station areas, as well as along the Georgia Avenue corridor and the North Capitol Street/Florida Avenue business district. Opportunities for new mixed income housing, neighborhood retail, local-serving offices, and community services should be supported in these areas, as shown on the Comprehensive Plan Policy Map and Future Land Use Map. 2008.3

2008.4 Policy MC-1.1.3: Infill and Rehabilitation

Encourage redevelopment of vacant lots and the rehabilitation of abandoned structures within the community, particularly along Georgia Avenue, Florida Avenue, 11th Street, and North Capitol Street, and in the Shaw, Bloomingdale, and Eckington communities. Infill development should be compatible in scale and character with adjacent uses. 2008.4

2008.5 Policy MC-1.1.4: Local Services and Small Businesses

Protect the small businesses and essential local services that serve Mid-City. Encourage the establishment of new businesses that provide these services in areas where they are lacking, especially on the east side of the Planning Area. 2008.5

2008.6 Policy MC-1.1.5: Conservation of Row House Neighborhoods

Recognize the value and importance of Mid-City's row house neighborhoods as an essential part of the fabric of the local community. Ensure that the Comprehensive Plan and zoning designations for these neighborhoods reflect the desire to retain the row house pattern. Land use controls should discourage the

subdivision of single family row houses into multi-unit apartment buildings but should encourage the use of English basements as separate dwelling units, in order to retain and increase the rental housing supply. 2008.6

2008.7 **Policy MC-1.1.6: Mixed Use Districts**

Encourage preservation of the housing located within Mid-City's commercially zoned areas. Within mixed use (commercial/residential) areas, such as Mount Pleasant Street and Columbia Road, encourage commercial uses that do not adversely impact the established residential uses. 2008.7

2008.8 **Policy MC-1.1.7: Protection of Affordable Housing**

Strive to retain the character of Mid-City as a mixed income community by protecting the area's existing stock of affordable housing units and promoting the construction of new affordable units. 2008.8

2008.9 **Policy MC-1.1.8: Traffic and Parking Management**

Improve traffic circulation along major Mid-City arterial streets, with a priority on 14th Street, Georgia Avenue, U Street, 18th Street, Columbia Road, and Connecticut Avenue. Implement programs in these areas to improve bus circulation, improve pedestrian and bicyclist safety and ease of travel, and mitigate the effects of increased traffic on residential streets. Consistent with the Transportation Element of the Comprehensive Plan, provide alternatives to automobile use-including improved transit and innovative personal transportation options-for existing and new residents to reduce the necessity of auto ownership, particularly where parking and traffic problems exist. 2008.9

See the Transportation Element for additional policies on reducing auto dependence.

2008.10 **Policy MC-1.1.9: Transit Improvements**

Improve public transit throughout the Mid-City Planning Area, with an emphasis on shorter headways on the north-south bus routes, additional east-west and cross-park bus routes, and more frequent and extended Metrorail service. Continue assistance programs for the area's transit dependent groups, including the elderly, students, and disabled. 2008.10

2008.11 **Action MC-1.1.A: Rezoning Of Row House Blocks**

Selectively rezone well-established residential areas where the current zoning allows densities that are well beyond the existing development pattern. The emphasis should be on row house neighborhoods that are presently zoned R-5-B or higher, which include the areas between 14th and 16th Streets NW, parts of Adams Morgan, areas between S and U Streets NW, and sections of Florida Avenue, Calvert Street, and 16th Street. 2008.11

2008.12 Action MC-1.1.B: Overconcentration of Liquor-Licensed Establishments

Identify the potential for regulatory controls to address the problem of excessive concentrations of liquor-licensed establishments within the neighborhood commercial districts, particularly on 18th Street and Columbia Road. 2008.12

2008.13 Action MC-1.1.C: Transit Improvements

Support the development of a fully integrated bus, streetcar, subway, bicycle, and pedestrian system within the Planning Area by moving forward with plans for expanded service on the Metro Green Line, extension of the Metrorail Yellow Line, and bus rapid transit on Georgia Avenue. 2008.13

2008.14 Action MC-1.1.D: Off-Street Parking

Support the development of off-street parking facilities in the Columbia Heights, Adams Morgan, and U Street commercial districts, and the implementation of parking management programs that maximize the use of existing parking resources (such as the Reeves Center garage), minimize traffic associated with “circling” for spaces, and reduce conflicts between users. 2008.14

See the Transportation and Land Use Elements for additional policies on off-street parking standards.

The provisions of Title 10, Part A of the DCMR accessible through this web interface are codification of the District Elements of the Comprehensive Plan for the National Capital. As such, they do not represent the organic provisions adopted by the Council of the District of Columbia. The official version of the District Elements only appears as a hard copy volume of Title 10, Part A published pursuant to section 9a of the District of Columbia Comprehensive Plan Act of 1994, effective April 10, 1984 (D.C. Law 5-76; D.C. Official Code § 1 -301.66)). In the event of any inconsistency between the provisions accessible through this site and the provisions contained in the published version of Title 10, Part A, the provisions contained in the published version govern. A copy of the published District Elements is available www.planning.dc.gov.

2017 MC-2.7 NORTH CAPITOL STREET/FLORIDA/NEW YORK AVENUE BUSINESS DISTRICT

2017.1 The area around the North Capitol Street, New York Avenue and Florida Avenue intersections provides the commercial center for the surrounding Bloomingdale, Eckington, and Truxton Circle neighborhoods. The neighborhoods themselves are diverse in age, income, and ethnicity. They consist of a mix of row houses and small apartment buildings. Home prices in the neighborhood have tripled since 2000, and many long-time residents are feeling the pressure of gentrification. 2017.1

2017.2 The commercial district itself is in need of revitalization. Although it was designated a DC Main Street in 2000, it suffers from a lack of neighborhood-serving businesses, high vacancies, crime, and inadequate access and parking. The North Capitol frontage is particularly challenged by a myriad of confusing and often congested intersections, and crisscrossing diagonal streets and triangles making pedestrian movement difficult. The District addressed these issues in a transportation study in 2004-2005, with the goal of improving vehicle flow and improving safety. The Study explored the feasibility of reconstructing Truxton Circle (at North Capitol and Florida), and identified specific short-term and long-term transportation, streetscape, and infrastructure improvements. 2017.2

2017.3 The North Capitol commercial district is just a few blocks west of the New York Avenue Metro station and lies on the northern edge of the North-of-Massachusetts-Avenue (NOMA) district. Conditions on the corridor are likely to change dramatically as NOMA is redeveloped with offices and high-density housing. The commercial district is well situated to benefit from these changes, but first needs a strategy to address the needs of the residential community, manage traffic, upgrade the public realm, and improve public safety. 2017.3

2017.4 Policy MC-2.7.1: North Capitol/Florida Business District

Upgrade the commercial district at Florida Avenue/North Capitol/New York Avenue, restoring vacant storefronts to active use and accommodating compatible neighborhood-serving infill development. 2017.4

2017.5 Policy MC-2.7.2: Eckington/Bloomingdale

Protect the architectural integrity of the Eckington/Bloomingdale neighborhood, and encourage the continued restoration and improvement of the area's row houses. 2017.5

2017.6 Action MC-2.7.A: North Capitol Revitalization Strategy

Prepare a Small Area Plan/Revitalization Strategy for the North Capitol/Florida Avenue business district, including recommendations for streetscape improvements, land use and zoning changes, parking management and pedestrian safety improvements, retail development, and opportunities for new housing and public services. 2017.6

2017.7 Action MC-2.7.B: Conservation District

Consider the designation of the Eckington/Bloomingdale/Truxton Circle neighborhood as a Conservation District, recognizing that most of its structures are 80-100 years old and may require additional design guidance to ensure the compatibility of alterations and infill development. 2017.7

2017.8 Action MC-2.7.C: North Capitol Transportation Study

Implement the recommendations of the North Capitol Street/Truxton Circle Transportation Study. 2017.8

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226 GUIDELINES FOR USING THE GENERALIZED POLICY MAP AND THE FUTURE LAND USE MAP

226.1 The Generalized Policy Map and Future Land Use Map are intended to provide generalized guides for development and conservation decisions. Several important parameters, defined below, apply to their use and interpretation.

- a. The Future Land Use Map is not a zoning map. Whereas zoning maps are parcel-specific, and establish detailed requirements for setbacks, height, use, parking, and other attributes, the Future Land Use Map does not follow parcel boundaries and its categories do not specify allowable uses or dimensional standards. By definition, the Map is to be interpreted broadly.
- b. The Future Land Use Map is a generalized depiction of intended uses in the horizon year of the Comprehensive Plan, roughly 20 years in the future. It is not an “existing land use map,” although in many cases future uses in an area may be the same as those that exist today.
- c. The densities within any given area on the Future Land Use Map reflect all contiguous properties on a block—there may be individual buildings that are higher or lower than these ranges within each area. Similarly, the land use category definitions describe the general character of development in each area, citing typical building heights (in stories) as appropriate. It should be noted that the granting of density bonuses (for example, through Planned Unit Developments) may result in heights that exceed the typical ranges cited here.
- d. The zoning of any given area should be guided by the Future Land Use Map, interpreted in conjunction with the text of the Comprehensive Plan, including the citywide elements and the area elements, as well as approved Small Area Plans.
- e. The designation of an area with a particular land use category does not necessarily mean that the most intense zoning district described in the land use definitions is automatically permitted. A range of densities and intensities applies within each category, and the use of different zone districts within each category should reinforce this range. There are more than twice as many zone districts (about 30, plus more than a dozen overlay zones) as there are Comprehensive Plan land use categories. For example, there are at least three zone districts corresponding to “Low Density Residential” and three zone districts corresponding to “Moderate Density Residential.” Multiple zones should continue to be used to distinguish the different types of low- or moderate-density residential development which may occur within each area. Some zone districts may be compatible with more than one Comprehensive Plan Future Land Use Map designation. As an example, the existing C-2-A zone is consistent with both the Low Density Commercial and the Moderate Density Commercial designation, depending on the prevailing character of the area and the adjacent uses. A correspondence table indicating which zones are “clearly consistent”, “potentially consistent” and “inconsistent” with the Comprehensive Plan

categories should be prepared to assist in Comprehensive Plan implementation and future zoning actions (see Action LU-4.3.B).

- f. Some zone districts may be compatible with more than one Comprehensive Plan Future Land Use Map designation. As an example, the existing C-2-A zone is consistent with both the Low Density Commercial and the Moderate Density Commercial designation, depending on the prevailing character of the area and the adjacent uses. A correspondence table indicating which zones are “clearly consistent”, “potentially consistent” and “inconsistent” with the Comprehensive Plan categories should be prepared to assist in Comprehensive Plan implementation and future zoning actions (see Action LU-4.3.B).
- g. The intent of the Future Land Use Map is to show use rather than ownership. However, in a number of cases, ownership is displayed to note the District’s limited jurisdiction. Specifically, non-park federal facilities are shown as “Federal” even though the actual uses include housing and industry (e.g., Bolling Air Force Base), offices (e.g., the Federal Triangle), hospitals (e.g., Walter Reed), and other activities. Similarly, the “Local Public” designation includes high-impact uses such as solid waste transfer stations and stadiums, as well as low-impact uses such as schools. Other maps in the Comprehensive Plan are used to show the specific types of public uses present in each area.
- h. The Map does not show density or intensity on institutional and local public sites. If a change in use occurs on these sites in the future (for example, a school becomes surplus or is redeveloped), the new designations should be comparable in density or intensity to those in the vicinity, unless otherwise stated in the Comprehensive Plan Area Elements or an approved Campus Plan.
- i. Streets and public rights-of-way are not an explicit land use category on the Future Land Use Map. Within any given area, the streets that pass through are assigned the same designation as the adjacent uses.
- j. Urban renewal plans remain in effect for parts of the District of Columbia, including Shaw, Downtown, and Fort Lincoln. These plans remain in effect and their controlling provisions must be considered as land use and zoning decisions are made.
- k. Finally, the Future Land Use Map and the Generalized Policy Map can be amended. They are not intended to freeze future development patterns for the next 20 years. The Comprehensive Plan is intended to be a dynamic document that is periodically updated in response to the changing needs of the city. Requests to amend the maps can be made by residents, property owners, developers, and the District itself. In all cases, such changes require formal public hearings before the DC Council, and ample opportunities for formal public input. The process for Comprehensive Plan amendments is described in the Implementation Element. 226.1

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714 ED-3.2 SMALL AND LOCALLY-OWNED BUSINESSES

714.1 Small goods and services businesses are an important part of what makes the District's neighborhood commercial areas work. They provide full and part time employment opportunities for city residents and contribute to the city's tax base. They help sustain the diversity of neighborhood shopping areas, and enable the marketplace to respond to changing business conditions and consumer preferences. It is the city's small business proprietors that have initiated many of the District's commercial revitalization efforts, driven by a desire and commitment to upgrade their businesses, properties, and neighborhoods. 714.1

714.2 Approximately 95 percent of the businesses in the District have fewer than 50 employees. While these businesses represent just 34 percent of the District's private sector jobs, they are an essential part of the city's economic base. Sectors with high numbers of small businesses include construction, wholesale trade, retail trade, and food services. In fact, the average retail business in the city has about 10 employees and the average food service business has 17 employees. 714.2

714.3 The success of small businesses in these sectors and others is particularly important in the city's economically distressed communities. Small businesses in these areas can catalyze neighborhood renewal and provide local jobs. The availability of working capital and other forms of financial and technical assistance is important to promote their success. 714.3

714.4 One of the potential downsides of revitalization is the loss of small businesses as national chains move in. This can also result in the replacement of basic services with high-end specialty shopping that is not affordable to many residents. The District recognizes that neighborhood shopping areas should evolve in response to changes in consumer tastes and preferences, but it also recognizes the importance of avoiding displacement and economic hardship for the businesses that have anchored our city's shopping areas for years. 714.4

714.5 New programs may be needed to reduce "commercial gentrification" in the future. Measures should include but not be limited to income and property tax incentives, assistance to commercial tenants seeking to purchase their buildings, commercial land trusts (which buy local commercial space and hold it in perpetuity for the benefit of the community), and relocation assistance programs for displaced business. Zoning strategies, such as limits on the size of businesses or the length of street frontage, and tying zoning relief (variances, etc.) to explicit requirements for the preservation of local serving small businesses also should be included. There are also federal programs like the HUBZone (Historically Underutilized Business Zone). 714.5

714.6 Policy ED-3.2.1: Small Business Retention and Growth

Encourage the retention, development, and growth of small and minority businesses through a range of District-sponsored technical and financial assistance programs. 714.6

714.7 **Policy ED-3.2.2: Small Business Incubators**

Provide low-cost rental space (“incubators”) for small, home-grown businesses and start-up companies, particularly companies that are responsive to technological and economic innovation in the marketplace. A variety of spaces should be considered for business incubators, including vacant storefronts and surplus public buildings. 714.7

714.8 **Policy ED-3.2.3: Access to Capital**

Expand access to equity, debt capital, long-term debt financing, and small business loans for small and medium-sized businesses. These tools should be used to leverage private investment in facade improvements, new and expanded business ventures, streetscape improvements, and other outcomes that help revitalize commercial districts and generate local jobs. 714.8

714.9 **Policy ED-3.2.4: Large Business Partnerships**

Promote collaborations and partnerships between small businesses and the District’s major employers to increase contracts for small and disadvantaged businesses, including federal outsourcing contracts. 714.9

714.10 **Policy ED-3.2.5: Technology Transfer and Innovation**

Support ongoing efforts by the District’s colleges and universities to promote technology transfer and innovation, and provide technical and financial assistance to help local entrepreneurs and small businesses. These efforts should include small business “clinics” and small business course offerings at institutions of higher education. 714.10

714.11 **Policy ED-3.2.6: Commercial Displacement**

Avoid the displacement of small and local businesses due to rising real estate costs. Programs should be developed to offset the impacts of rising operating expenses on small businesses in areas of rapidly rising rents and prices. 714.11

714.12 **Policy ED-3.2.7: Assistance to Displaced Businesses**

Assist small businesses that are displaced as a result of rising land costs and rents, government action, or new development. Efforts should be made to find locations for such businesses within redeveloping areas, or on other suitable sites within the city. 714.12

714.13 **Policy ED-3.2.8: LSDBE Programs**

Expand opportunities for local, small, and disadvantaged business enterprises through city programs,

incentives, contracting requirements, and other activities. 714.13

714.14 Small and Minority Business

Minority business enterprises represent an important sub-set of small businesses in the city. Their growth and expansion remains a particularly high economic development priority. The District has established a Small Business Development One- Stop satellite center in the Department of Employment Services headquarters, in partnership with the DC Minority Business Development Center. The partnership focuses on enhancing the performance and profitability of minority business enterprises and provides an important resource for minority business recruitment, seminars, business skill enhancement, incubation services, networking events, and pro bono counseling.

714.15 Action ED-3.2.A: Anti-Displacement Strategies

Complete an analysis of alternative regulatory and financial measures to mitigate the impacts of “commercial gentrification” on small and local businesses. Measures to be assessed should include but not be limited to income and property tax incentives, historic tax credits, direct financial assistance, commercial land trusts, relocation assistance programs, and zoning strategies such as maximum floor area allowances for particular commercial activities. 714.15

714.16 Action ED-3.2.B: Business Incentives

Use a range of financial incentive programs to promote the success of new and existing businesses, including enterprise zones, minority business setasides, loans and loan guarantees, low interest revenue bonds, federal tax credits for hiring District residents, and tax increment bond financing. 714.16

714.17 Action ED-3.2.C: Shopsteading Program

Investigate the feasibility of a shopsteading program that would enable entrepreneurs and small businesses to open shop in currently vacant or abandoned commercial space at greatly reduced costs. 714.17

714.18 Action ED-3.2.D: Small Business Needs Assessment

Conduct an assessment of small and minority business needs and existing small business programs in the District. The study should include recommendations to improve existing small business programs and to develop new programs as needed. 714.18

714.19 Action ED-3.2.E: Best Practices Analysis

Analyze what other cities have done to encourage and foster their small business sectors, including the development of business parks and incubators. Use this best practice information to inform District policy.

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